

SPEAK

Newsletter of the City of San Antonio **Office of Cultural Affairs**



TCC Final Report Published

OCA's Mission

To provide leadership, resources and support for arts and cultural organizations and individual artists, enhancing the quality of life for San Antonio Citizens and visitors.

Over a period of 15 months from November 2003 to January 2005, the Cultural Collaborative (TCC) with an 85 member Steering Committee of community leaders from inside and outside the creative community, oversaw a planning process that involved more than 1,000 individuals and numerous organizations. Once adopted by City Council, the report, A Plan for San Antonio's Creative Economy will provide a blueprint for action, building San Antonio's arts and cultural resources and benefits over the next ten (10) years.

The Cultural Collaborative is an all-inclusive and comprehensive plan for San Antonio's creative economy. The creative economy includes creative individuals, businesses and nonprofits. An essential element of the creative economy includes all the people and businesses that individually and collectively support, utilize and sustain it. In other words, the Cultural Collaborative is a broad and encompassing initiative, involving nearly every San Antonian.

The primary aim of the Cultural Collaborative is to recognize and appreciate the magnitude, reach and impact of the creative economy. It makes sense to define the creative economy as an *industry*. A recent economic impact study reveals the creative industry is a \$1.2 billion economic engine, employing nearly 12,000 San Antonio citizens. This clearly places the Creative Industry alongside other important sectors of San Antonio's economic roster.

At the core of the Cultural Collaborative is the recognition of, and appreciation for, **cultural equity** as a **fundamental** value. Defined as the development of shared values borne out of mutual respect for diverse cultures – and the fair distribution of resources among those cultural communities – cultural equity serves as a guiding principle to the overall objectives of the Cultural Collaborative which are:

- Ensuring greater **access** to the arts and cultural sector of the Creative Industry. Opening up opportunities for participation in, and attendance of, the various performing and cultural arts performance demonstrations and activities throughout all communities of our city. Arts and Cultural organizations will support the objective by playing in venues all throughout the city; by making their presentations and performances more relevant to diverse audiences, by employing shared marketing programs; and by advocating for the inclusion of arts and cultural education in the formal education systems.



Artists were among the more than 1,000 people that took part in Cultural Collaborative





Shokare Nakpodia - Mighty Studio

HAIRBALL!!!

Big Hair, Bad Wigs, and Blankin' costumes were order of the night on Halloween, as arts and culture lovers gathered at Ácenar to attend Hairball 2004. This first-ever fundraising event, spearheaded by co-chairballs, and Cultural Arts Board members, Bettie Ward, Patricia Pratchett, and Meredith Coppolo donated proceeds to The Cultural Collaborative. The restaurant provided the perfect setting for meeting, greeting, and great fun with music by Las Dos Generaciones, and Hyperbubble. Guests, including celebrity wiggies County Judge Nelson and Tracy Wolff, *Express-News* columnist Ed Tijerina, and writer Naomi Shihab Nye, were sometimes hard to identify wearing hilariously coiffed hairdos or wigs teased and spritzed on site by The Elizabeth Arden Red Door Salon at Saks Fifth Avenue. Chef Ana Martinez, another Cultural Arts Board member, created a phenomenal buffet featuring Ácenar choice selections. The guests honored arts patron Bernard Lee Lifshutz with a Día de los Muertos altar prepared by Rosemary Catacalos.

Project grants deadline April 29th

Project grants support for smaller specific projects that are not part of the ongoing operational function of an organization. Projects are funded on an annual basis. Project support continues to be available to arts and non-arts agencies provided that the request is for an arts/cultural activity. Eligible applicants must have been in existence for one year and have applied for 501(c)(3) status. Applicants that do not meet the eligibility requirements may be sponsored by an agency that does meet the requirements.

The minimum request for funding is \$5,000. Each proposed project must be started after October 1, 2005 and completed by September 30, 2006. Only electronic applications will be accepted and only one project may be submitted per agency.

Application guidelines in electronic form may be found on OCA's website at www.sanantonio.gov/art/website/projectfund.asp. Any questions about project grant funding should be directed to Lewis Andrews at 210-207-6962 or landrews@sanantonio.gov.

Arts in Community



Two guests at the opening of an exhibition at UTSA Downtown discuss some of the images they have seen.

The City of San Antonio Office of Cultural Affairs (OCA) supports projects where the arts can help to organize and improve neighborhoods, foster community development and stimulate local economies. The OCA's purpose, through the Arts in the Community Program, is to encourage collaboration between artists, arts organizations and the community and to improve access to the arts for City of San Antonio neighborhoods. Projects must establish a working partnership between an artistic/cultural organization or individual and a community organization or entity.

Projects have a two-year window for completion from planning through execution to a culminating event open to the public. In the current round, projects already completed include: *Dedication* a program of sacred music performed in San Fernando Cathedral by **Musical Bridges Around the World**; *Project Discover* which provided weekly art lessons by **Say SI** to children from the Lincoln Heights complex in association with the San Antonio Housing Authority; *"The House that Ella Built, Mrs. Ella Austin Remembered"* in which students from the Ella Austin Community Center in District 2 learned of African American Art and Culture while creating an art exhibit that was displayed in the Community Exhibition Gallery of the **San Antonio Museum of Art**; *Theatre Arts Camp* where students learned all aspects of theatre production through a collaboration between **San Pedro Playhouse** and the YMCA of Greater San Antonio & the Hill Country; and *Applause! Dance Explosion Dancing for Healthy Bodies and Minds* which was a five week intensive study of dance through the collaboration of the **Guardian Angel Performance Arts Academy** and Dallas' **Black Dance Theater**.

Applications for the next round of Arts in Community grants will be available in the spring of 2006 for projects beginning after October 1, 2006, and ending before September 30, 2008. Further information will be available on OCA's website at www.sanantonio.gov/art/website/arts_community.asp.

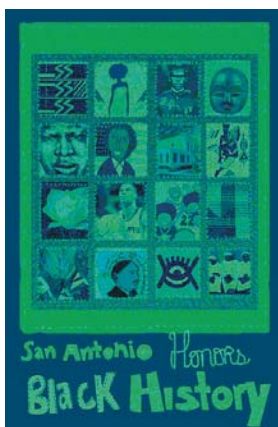
New “Cultural Web” Improves Arts Access

OCA has implemented a new look and better interactivity in its calendar section. Arts agencies wishing to promote their art and cultural events can enter their own information in a form located at www.sanantoniovisit.com/visitors/eventinput.asp. This one entry form will put their information on OCA's calendar as well as the main calendars of the City of San Antonio and the San Antonio Convention and Visitors Bureau. There is also an opportunity to place up to two images to provide the viewer a visual invitation to the event. Event submissions will be reviewed and edited before being placed live on the Internet.

Future developments of the Cultural Web will feature an e-news blast list that can be joined to get timely information about what's happening in the cultural life of San Antonio.

The calendar itself can be accessed at: www.sanantonio.gov/art/website/calendar.asp.

San Antonio Honors Black History



The Office of Cultural Affairs Marketing and Audience Development program provided coordinating services and seed money for a collaboration of the Carver Community Cultural Center and Gemini Ink, with professional services provided by Ronald Price, Marketing Consultant and Mighty Studio that delivered a calendar listing more than 100 events and activities dedicated to Black History Month in February. The calendar was distributed as an insert to *The San Antonio Current* and *African-American Reflections* newspapers. A companion website, www.bh.thecarver.org, featured detailed descriptions for myriad programs including art exhibits, film screenings, history knowledge competitions, an urban music festival, poetry readings, a hip-hop dance performance, and a chef's tasting. Texas Public Radio broadcast twenty-eight commentaries on three radio stations,

entitled “TPR Remembers Black History,” articulated by community leaders from all walks of life in San Antonio. Highlights for the month included readings by award winning poets Yusef Komunyakaa and Maya Angelou, Bill Cosby in a first-time Rodeo appearance, and the legendary Odetta performing in *Shout, Sister, Shout*, a tribute to Rosetta Tharpe. Children all over the city participated in a quilt-making project at branch library locations; the composite of all the pieces was displayed at Central Library throughout the month of March. Americans of African descent were ‘the buzz’ during February; however, *every* day presents an opportunity to learn something new about the multiple cultures represented by people in San Antonio.

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- Ensuring the continued **economic development** of the Creative Industry by developing business opportunities, education and experiences designed to heighten the role and importance of the creative individuals and the creative businesses that hire them. The development of specific workforce training; internships; development and enhancement of cultural districts; and the expansion of cultural and heritage tourism opportunities.
- Ensuring increasing **community awareness** of the role and importance of the Arts and Cultural sector of the Creative Industry. Developing formal advocacy and outreach efforts and communicating understanding and awareness of cultural equity as a guiding principle.
- Ensuring the **authenticity** of the San Antonio creative experience. Addressing civic aesthetics as a primary consideration in any and all private and public development projects, as well as advocating for a public art master plan that considers vital issues such as vision, maintenance and structure.
- Ensuring that an infusion of new **resources** is brought to bear in support of the arts and cultural sector of the Creative Industry. Increasing public funding through the development of stable, long-term support streams; collaboration with, and support of, TheFund; encouraging greater private business and foundation support; and developing a plan for a shared-use performing arts center.

Success of the Cultural Collaborative ensures that the Industry's economic impact on the overall economic picture of San Antonio continues only to grow; that the arts and cultural sector continues developing creative individuals who work for and fuel creative businesses; and positions San Antonio with the confident ability to maintain and enhance what makes **San Antonio... San Antonio!**



Cultural Arts Board Members

(as of April 2005)

Mayor's Appointee	Ana Maria Martinez
District 1	Bettie Ward
District 2	Antoinette V. Franklin
District 3	Andrew Anguiano
District 4	VACANT
District 5	Alex Rubio
District 6	Ruby Perez (Chair)
District 7	Patricia Pratchett
District 8	Woodruff Halsey (Vice-Chair)
District 9	VACANT
District 10	Meredith Coppolo

OCA to Participate in National Art Conference.

Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With more than 40 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. This organization will hold its annual conference in Austin, Texas, June 11 – 13, 2005. The conference theme is "Leading the Charge." Arts leaders, participants, and patrons alike will find this conference to be an excellent opportunity to find out first hand what is happening in the arts throughout the country. OCA Director Felix Padrón will chair a Strategy-Building Workshop Session on June 11th titled Linking the Three Ms: Media, Message, Masses. Convention registration materials are available on the web at www.AmericansForTheArts.org/LeadingTheCharge.

The conference is being hosted by the Texas Commission on the Arts.



Graffiti Mural Projects Brighten City



From October 2004 through March 2005, OCA staff assisted students, teachers, parents, and community residents in replacing graffiti covered walls and bridges with student designed murals in five (5) locations. **District 4** had two projects: McCollum High School painted the wall of a neighborhood store at Commercial and Harding; West Campus High School painted a wall at Medina Base Rd. & Whitewood. District 4 Field Office staff assisted with both murals, also. In **District 7**, Students from

Sul Ross Middle School designed and painted a mural on a store wall at Culebra and Centro with the assistance of teachers and parents. The 39th Street Bridge in **District 6** was painted by Trinity University students with the help of neighborhood kids as part of a Neighborhood Sweep. Another Neighborhood Sweep in **District 1** included a mural on the Waverly Bridge painted by a PTA group from Nelson Elementary assisted by UTSA students and parishioners from Little Flower Basilica.

Groups interested in mural projects in their neighborhoods can contact OCA staff members Anastacio "Tache" Torres at 207-6965 or anastaciot@sanantonio.gov or Juan Hernandez at 207-6964 or jhernandez2@sanantonio.gov for more information about the graffiti mural program.

Economic Impact Study to Show Creative Industry Exceeds \$1 Billion

As part of the TCC, Trinity University Professors Dr. Richard Butler and Dr. Mary Steff conducted an economic impact study of San Antonio's creative economy. Preliminary results show that this sector of the economy is an important yet under-recognized one with a total annual output exceeding \$1.2 billion and total employment of almost 12,000 jobs. This means that San Antonio's creative sector has an economic impact comparable to other local industries currently targeted for economic development. If, as is done in other regions of the U.S., the sectors of broadcasting, publishing (including Internet publishing), printing and cable program distribution are included in the definition of the creative industry, the total economic impact rises to nearly \$3.5 billion with an employment of 22,305.

Final publication of the Economic Impact of the Creative Industry in San Antonio is expected to occur later this spring.

